



TWO WINNERS . . . Dr. L. W. Berry, newly installed president of the California Chiropractic Assn., holds a trophy belonging to Teddie Jane Darling who was voted "Miss Perfect Posture of California" in an annual contest which stresses the relation of correct posture to good health.

### Ways for Advertising State Facilities Eyed

By VINCENT THOMAS  
Assemblyman

The faster Man reaches for the Moon and outer space, the faster his Aome, Earth, shrinks, someone has recently said. The speed-up in transportation by jet planes creates the illusion of shrinkage, of course. But the odd thing is, shortening of time between one place and another has only whetted the curiosity of Man about his world, so travel is now a favorite form of recreation.

California business interests were among the pioneers in advertising to attract travelers (the word "tourist" was not invented until this century). Through an avalanche of publicity and promotion which started in the 1920s and fed avidly on the motion picture industry, our state rapidly became a fabled "Mecca for tourists," and we had our second population boom.

Tourism was established as an important California economic activity, as witness our hotels, motels and resorts. Somehow, though, competition began to rear its head. Even though every indicator tells us our tourist business continues a healthy growth, the thought is that we might do more to attract the trade.

TO STUDY effective methods of increasing tourist activity, the Assembly Ways and Means Committee set up a subcommittee on tourist trade. This group held a meeting a few days ago in historic Monterey to receive testimony from interested organizations.

At this session, the subcommittee was reminded that the state of California, as a governmental unit, does not advertising of any kind, directly, to attract tourist trade. It was pointed out that the number of other states doing such advertising is constantly increasing. It was therefore suggested that our state should likewise do advertising of this type. It

was also recommended that a state agency be created to carry on tourist promotional activities of various kinds. Such activities need coordination, it was declared.

A WIDE VARIETY of other suggestions were also submitted to the committee. For instance, at a luncheon meeting with representatives of a travel promotion group, the idea was advanced that the state might forego construction of just a couple of miles of freeway, and use the money to advertise the state.

A spokesman for Sperry and Hutchinson told about the free travel information being made available as a public service through the thousands of service stations issuing S&H trading stamps as a program of stimulating tourism. Ten colorful travel guides have been prepared covering the entire state. Each has an area map with a guide to the local attractions. A 16-page souvenir book in full color gives an over-all picture of the state. These should help Californians as well as out-of-state tourists.

SPOKESMEN FOR the California Roadside Council said that if California is to develop its scenic highway system as an effective tourist attraction, and see it compare favorably with scenic highways in other states, "a great deal more control than now exists over roadside commercial uses will need to be authorized." It was asserted that there is no justification at all for billboard advertising on a scenic highway intended especially for tourists and recreation travel.

A representative of the wildlife conservation board told of the need for more access roads to the California coastline. Only 233 miles of the 1,200 mile total are easily available to the public, it was pointed out. Access to another 352 miles is feasible and is badly needed, it was said.



7 MAGIC SALE DAYS—JUNE 28 THROUGH JULY 3

Hear the News  
Pre-Holiday Low  
Prices at Magic



TO ENABLE OUR EMPLOYEES TO SPEND THE HOLIDAY WITH THEIR FAMILIES, WE WILL BE . . . CLOSED ALL DAY WEDNESDAY, JULY 4

COUNTY FAIR ASSORTED  
**FROZEN  
FRUIT PIES**

8-in. size **29¢**



FARM QUALITY  
**LARGE "AA"  
FRESH EGGS**

one dozen **29¢**



FLAV-R-PAG REGU  
**FROZ  
LEMON**

6-oz. can **7¢**

PLUMP AND TENDER  
**LIBBY  
FROZEN PEAS**

2 10-oz. pkgs. **25¢**

ASSORTED SOFT DRINKS  
**CLIQUE  
CLUB**

quart bottle **10¢**

BEST FOR SALADS  
**DURKEE  
MAYONNAISE**

24-oz. jar **39¢**  
(incl. 5c off label)



MA PERKINS  
**PORK &  
BEANS**

no. 300 can **10¢**

PAPER—ALL PURPOSE  
**ORCHID  
NAPKINS**

80-count pkg. **10¢**  
(paper wrapped)

GOLDEN CREME  
**HAMBURGER OR  
HOT DOG BUNS**

6-count 19¢ 8-count 25¢  
pkg. pkg.

Hot dogs and hamburgers are best with  
**MOREHOUSE M**  
LADY BETTY cukes are ready to serve  
**SWEET CUKE W**  
SUNRIPE olives are "sun" "I F  
**JUMBO RIPE O**  
CAMPFIRE marshmallows are a real treat  
**MARSHMALLOV**

SWEET SLICED  
**DOLE  
PINEAPPLE**

no. 1 1/4 flat can **19¢**

A NAME YOU KNOW AND TRUST  
C&H PURE CANE SUGAR

5 pound bag **49¢**



CHRIS & PITTS  
**BARBECUE  
SAUCE**

3 12-oz. bottles **\$1**  
(regular or hot)

**SUMMER LANDSCAPING SPECIAL**

- MODESTO ASH • SILVER MAPLE
- BRAZILIAN PEPPER • CAROB
- FICUS NITIDA • FICUS RETUSA

AND MANY OTHERS UP TO 40% DISCOUNT

**FUCHSIA** IN BLOOM **3 FOR 1.00** and up

**BUSH LATANA** REG. 1.00 **69¢**

**HIBISCUS** REG. 1.25 **89¢**

**USE SCOTT BONUS "Weeds as it Feeds"**

USE YOUR BANKAMERICARD AND CHARGE IT

**Rato NURSERY**  
GARDEN SHOP  
1650 W. ARTESIA BLVD. FA. 1-6369  
GARDENA, CALIF.

PALE DRY PILSNER  
**ELDER BRAU  
BEER**

6 half quart cans **99¢**

SARNOFF FINLEYS  
**VODKA • GIN**

**\$3.69**  
your choice full quart

**9 Years Old**  
DOYLE SPRINGS  
**Straight Bourbon**  
**\$3.98**  
full quart

FINE LIQUOR  
SOUTHERN STAR  
**HAMS**

5 pound tin **\$3.89**

XLNT BRAND QUALITY  
**POTATO or  
MACARONI SALAD**  
(also cole slaw)

pint container **29¢**

GRAND TASTE—ALL BEEF  
**WIENERS**

12-oz. pkg. **39¢**

COCHE VALLEY—BIG EYE  
SWISS CHEESE 12-oz. pkg. **59¢**

BAR NONE  
PICKLED SALADS 16-oz. jar **35¢**

DELIGHTFUL DELICATESSEN  
RED-RIPE—SWEET  
**WATERMELON**

**3 1/2¢** lb.

GOLDEN SWEET 'N T  
**CORN on the cob**

**5¢** ear

U.S. NO. 1 V  
**POTA**

**10¢** per